

ORDER



Orders
Order / Rev: 715642
Alt Order #:
Product Desc: Candidate A
Estimate: Kozlowski, Dovilla, DiNallo, Roegner
Flight Dates: 09/24/12 - 10/07/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency Name: Midwest Communications & Media/ PC
Buying Contact:
Billing Contact:
 7720 Benson Road
 Carroll, OH 43112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Ohio House Republican Committee*
Demographic: A25-54
Product Codes: PL-Federal, PL-State House
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	36	\$34,950.00	\$29,707.50
10/01/12	10/07/12	38	\$36,350.00	\$30,897.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	36	\$34,950.00	\$29,707.50	0.00
October 2012	38	\$36,350.00	\$30,897.50	0.00
Totals	74	\$71,300.00	\$60,605.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/24/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	7	\$1,800.00	P-3	0.00	NM	14	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTFSS		7				\$1,800.00		0.00			
		Week: 10/01/12	10/07/12	MTWTFSS		7				\$1,800.00		0.00			
E 2	WKYC	09/24/12	10/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$350.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$350.00		0.00			
E 3	WKYC	09/24/12	10/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		3				\$800.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		3				\$800.00		0.00			
E 4	WKYC	09/24/12	10/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$800.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$800.00		0.00			
E 5	WKYC	09/24/12	10/07/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$200.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	09/24/12	10/07/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--		5				\$200.00		0.00			
E 6	WKYC	09/24/12	10/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	3	\$700.00	P-3	0.00	NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		3				\$700.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--		5				\$700.00		0.00			
E 7	WKYC	09/24/12	10/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-3	0.00	NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		5				\$1,800.00		0.00			
	Week:	10/01/12	10/07/12	MTWTF--		5				\$1,800.00		0.00			
E 8	WKYC	09/24/12	10/07/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
	Week:	10/01/12	10/07/12	-----S-		1				\$800.00		0.00			
E 9	WKYC	09/24/12	10/07/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$500.00		0.00			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
E 10	WKYC	09/24/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$800.00		0.00			
	Week:	10/01/12	10/07/12	-----S		1				\$800.00		0.00			
Totals													74	\$71,300.00	